



DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, UNITED STATES ARMY GARRISON, RED CLOUD AND AREA I
UNIT # 15707
APO AP 96258-5707

REPLY TO
ATTENTION OF:

Policy Letter # 1-11

IMRD-ZA

06 OCT. 2014.

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Interactive Customer Evaluation (ICE) Policy

1. References: Department of Defense (DoD), Washington Headquarters Services (WHS), Interactive Customer Evaluation (ICE) System Policy, 31 July 2009; US Army Installation Management Command Policy Memorandum 5-1-1, Interactive Customer Evaluation (ICE), 29 May 2013 and IMCOM Revised ICE Policy, 12 Dec. 2013.
2. Purpose: To provide guidance to all USAG Red Cloud leaders, supervisors, managers, and employees regarding the implementation and maintenance of ICE. Currently, there are two IMCOM leadership measurable outcomes/metrics associated to ICE as a feedback tool:
 - a. Garrison will maintain a standard for customer satisfaction of 90%.
 - b. Garrison will maintain a standard of 100% follow-up on all ICE comment cards.
3. Definition: ICE is an Internet accessible program designed to allow immediate customer feedback to service provider managers in Area 1. ICE integrates customer feedback for all services providers allowing the installation to implement, sustain, report, and improve services from one centrally managed system in USAG Red Cloud.
4. Applicability: This policy governs the use of the USAG Red Cloud ICE Program, and applies to all service providers, managers, directorates and organizations associated with providing customer service in Area 1.
5. Implementation: The ICE Program will allow immediate customer feedback to all service providers. ICE allows for obtaining customer-provided suggestions for improving the quality of service provided to all eligible customers; and to identify issues affecting their well-being. ICE can be accessed from any computer terminal with Internet access, smart devices with the ability to scan QR codes or using ICE hard copy comment cards. The automated customer feedback system will:
 - a. Immediately generate an electronic customer comment to the service provider manager.

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b. Provide immediate input on the satisfaction level of the service provider to managers, directors, garrison, and organizational commanders.

c. Provide immediate feedback ratings on facility appearance, employee/staff attitude, timeliness of service, hours of service, and whether or not the product met the needs of the customer for each service provider area.

6. Responsibilities:

a. Service Provider Managers:

(1) Will provide adequate and appropriate customer responses to those requesting a response within 3 business days. Determine best type of customer comment feedback (automated or hard copy comment cards).

(2) Secure a hard-copy comment card box (easily identified with ICE logo and instructions) and cards.

(3) Monitor e-mail daily to ensure customer comment follow up occurs within 3 working days when a customer has requested a response. Response data must be entered in the Customer Follow-Up in the ICE system manager area.

(4) Monitor ICE to ensure that all comments regardless of satisfaction rating, whether contact information has been left, or if a response has been requested must be addressed. Comments must be followed up on to ensure comment has been moved from pending to complete.

(5) Correct areas that may not require a customer response but may affect customer satisfaction if not resolved.

(6) Ensure questions, events, or notifications that have been added to the service provider information areas are grammatically correct to obtain the desired results, and removed when complete, or no longer necessary.

(7) Ensure questions added, are kept to a minimum to allow the customer to submit feedback in a timely manner.

(8) Maintain a reasonable amount of ICE customer comment cards in service provider areas, making them available to customers.

(9) Ensure manager data is current (name, phone, and email address) on the ICE system.

(10) Ensure service provider data is current (location, hours of operation, and services provided) on the ICE system.

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(11) Promote the USAG Red Cloud ICE Program to provide a positive customer/service provider relationship.

b. Directorate or Organizational Supervisors/Managers:

(1) Execute their responsibilities in support of the ICE Program.

(2) Maintain ICE customer comment card boxes (locked) and QR codes.

(3) Directors or organizational supervisors will determine the amount of boxes required to support the service providers.

(4) Promote ICE by placing signs, flyers, posters, and banners in highly visible areas.

(5) Directorates or Organizational Supervisors that fall below 80% (submissions, responses, satisfaction ratings, and customer follow up rates) will:

(a) Identify key issues raised in customer comments, if available, and report these actions at the quarterly Performance Assessment Review (PAR).

(b) Submit to PAIO a plan to reverse this trend within 5 business days.

(6) Monitor and evaluate comment card feedback and satisfaction level ratings.

(7) Submit better business practices to the Garrison Commander through the ICE site administrator.

(8) Update listings of service providers and managers once a quarter to the installation ICE site administrator.

c. ICE Site Administrator:

(1) Assist the Garrison in the development of an installation ICE policy memorandum that outlines the key roles and responsibilities from the Command Staff to the service provider manager.

(2) Responsible for management of the installation ICE Program to include performing tasks required to maintain quality, integrity, and maximum usage of the ICE system.

(3) Monitor the ICE site for errors, out-dated information, and consistency of service provider data.

(4) Manage existing or update service providers and managers.

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(5) Provide training and/or supplemental materials to service provider managers on the use of the ICE system.

(6) Review, analyze, and interpret ICE statistical data.

(7) Provide the Chief of Plans with a monthly ICE status report.

(8) Forward unresolved issues to Office of the Secretary of Defense (OSD), Quality Management Office (QMO), ATTN: ICE Site Administrator, for resolution.

(9) Provide recommendations when to reorder and maintain sufficient quantities of ICE customer comment cards to support the installation service providers.

(10) Review site manager reports to determine trends, identify problem areas, and to provide information to others when requested.

(11) Utilize the ICE information as an additional tool to assess the services provided from an individual customer perspective.

(12) Promote the use of the USAG Red Cloud ICE Web Site to provide a positive customer/service provider relationship.

(13) Represent the command at ICE meetings, conferences, and symposiums.

(14) Submit requested ICE statistics, data, and other ICE information to IMCOM Pacific Region to support the PAR, the Command Inspection Program (CIP), and other programs focusing on quality, productivity, and performance measurement.

d. Director of Family Morale, Welfare, and Recreation Division (FMWR – Marketing Branch)

(1) Promote ICE by placing signs, flyers, posters, and banners in highly visible areas (i.e. Post Exchange/Food Court, Community Activity Center, Soldiers Support Center, etc.).

(2) Provide marketing advice; seeking cost-efficient methods and materials to promote ICE.

e. Public Affairs Office (PAO):

(1) Publish ICE-related newspaper articles for periodicals such as the Morning Calm and Stars & Stripes.

(2) Procure local radio and TV spots through Armed Forces Network (AFN).

7. Recognition/Awards Program:

a. Each directorate/organization/agency on the USAG Red Cloud ICE System will incorporate the ICE satisfaction and individual recognition into their existing employee recognition/awards programs to recognize outstanding service provider customer service.

b. Garrison will recognize outstanding directorate/organization/agency participation based on the annual FY statistical data meeting each of the following criteria:

(1) Directorates/organizations/agencies with the most satisfied responses submitted.

(2) Directorates/organizations/agencies that maintain the highest satisfaction rating.

(3) Directorates/organizations/agencies with the highest follow-up ratio.

c. The directorates/organizations/agencies scoring high in the above categories will receive a Certificate of Achievement signed by the Garrison Commander.

8. Standards and Metrics:

a. Each service provider must strive to deliver the best service and support to our customers. The following metrics are established by OSD, QMO.

Status Indicators are as follows:

Satisfaction and Yes/No Questions (Percentage):

● 5.00-4.00 ▼ 3.99-2.75 ● 2.74-0

Satisfaction Questions (Percentage):

● 100%-85% ▼ 84%-65% ● 64%-0%

b. Service providers areas will be measured annually and rated as follows:

(1) Green (100%-85%), exceeding the standard.

(2) Amber (84% to 65%), meeting the standard.

(3) Red (64% to 0%), not meeting the standard.

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c. Service provider areas in the RED range will be evaluated by the directorate or organizational managers to determine cause and development of action plans to improve satisfaction levels.

9. The proponent for this policy is the Plans, Analysis and Integration Office (PAIO), DSN 732-6151/8127.



JOHN W. PAEFNER
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Commanding

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